

Research on the Implementation Path of Campus Culture Construction in Private Colleges and Universities with Chinese Traditional Cultural Characteristics

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Abstract: In today's rapidly developing society of diversification and informatization, campus culture construction, as a key element in enhancing the comprehensive competitiveness of schools and promoting the all-round development of students, is increasingly receiving widespread attention from the education sector. Excellent traditional Chinese culture is a precious spiritual asset of our country and an indispensable part of campus culture construction. Chinese traditional culture plays an important role in the campus culture construction of private colleges and universities. By integrating Chinese excellent traditional culture into campus culture construction, private colleges and universities can not only enhance the cultural connotation and brand influence of the campus, but also provide students with rich educational resources and spiritual nourishment. This article aims to explore the current situation and significance of integrating excellent Chinese culture into the campus culture construction of private universities, and introduce the implementation path and effectiveness evaluation of Wuhan Donghu College, in order to provide reference for building a harmonious, healthy, and distinctive campus culture.

1. Introduction

The report of the Twentieth National Congress of the Communist Party of China stressed that the excellent traditional Chinese culture has a long history, is broad and profound, and is the crystallization of the wisdom of Chinese civilization. It contains the world as the public, the people as the foundation of the state, the government as morality, the reform of the old and the reform of the new, the appointment of meritocracy, the unity of heaven and man, self-improvement, integrity, good faith, good neighborliness, etc. It is an important embodiment of the Chinese people's cosmology, world outlook, social outlook, and moral outlook accumulated in the long-term

production and life, and has a high degree of compatibility with the core socialist values. [1] Private universities bear the important mission of cultivating high-quality and innovative talents with morality, intelligence, physical fitness, aesthetics, and labor skills for the Party and the country. How to cultivate these university students into qualified socialist successors, the infiltration of campus culture plays a crucial role. As a precious asset of the Chinese nation, the excellent traditional culture of the nation has unique educational value and significance, providing important ideological and moral support for ideological and political education. Integrating excellent traditional ethnic culture into ideological and political education in universities can promote its inheritance and application. [2]

2. The current situation of integrating excellent traditional Chinese culture into the campus culture construction of private universities

Traditional culture contains rich educational and teaching resources. Strengthening the dissemination of traditional culture education in universities can promote the formation of correct worldviews, outlooks on life, and values among contemporary college students. However, the dissemination of traditional culture in current universities still faces difficulties. As the main battlefield for talent cultivation and knowledge dissemination, universities shoulder the important mission of disseminating excellent traditional Chinese culture and must actively explore new paths for the dissemination of traditional culture in the context of the new era. [3] The campus culture of private universities is becoming increasingly mature, but not deep enough. Due to the limited establishment time of private colleges, campus culture has emerged from scratch, and continuous development and gradual improvement require time accumulation and historical sedimentation. According to research, it has been found that a large number of university educators attach great importance to campus culture construction. For example, the campus environment is getting better and better, cultural and sports facilities are becoming more and more complete, and student clubs are increasing. The campus culture construction of various universities is showing a flourishing and diverse situation. However, the path of campus culture construction is single, lacking innovation and diversity, resulting in low student identification and neglecting the learning and inheritance of traditional culture. Some private universities lack systematic planning and overall design when integrating traditional culture into campus culture construction, resulting in a slow integration process and poor results. Wuhan Donghu University has always been committed to promoting and inheriting excellent traditional Chinese culture, immersing itself in local Wuhan culture, enhancing the humanistic heritage of the school, and integrating excellent traditional Chinese culture into campus culture construction, providing a continuous source of ideological power and content support. The symphony of campus culture and excellent traditional Chinese culture plays the main melody of campus cultural development together.

3. The significance of integrating excellent traditional Chinese culture into the campus culture construction of private universities

3.1 Helps to inherit and promote traditional Chinese culture

College students, as the future of the country and the nation, are the main inheritors of excellent traditional Chinese culture. Incorporating excellent traditional Chinese culture into campus cultural construction can guide students to consciously inherit these valuable cultural heritages. Under the subtle influence of campus culture, students gradually grow into practitioners and inheritors of traditional culture.

3.2 Helps teachers and students strengthen their cultural confidence

The introduction of traditional culture into campuses can help improve the cultural literacy of teachers and students. Teachers and students can broaden their horizons and enhance their understanding and recognition of traditional culture through studying traditional Chinese courses, appreciating poetry, practicing calligraphy, and other diverse traditional cultural content. The moral concepts and behavioral norms in traditional culture, such as "benevolence", "integrity", "propriety, righteousness, integrity, and shame", can help students cultivate good moral qualities and behavioral habits.

3.3 Helps to Practice Socialist Core Values

Digging deeper into the rich value connotations contained in China's excellent traditional culture is conducive to exerting its spiritual leadership role, helping college students establish correct worldviews, outlooks on life, and values, enhancing their confidence in traditional culture, and truly making college students internalize it in their hearts and externalize it in their actions.

3.4 Helps to enhance the cultural heritage of private universities, improve the infectivity and influence of campus culture

Chinese excellent traditional culture contains rich educational and humanistic resources. By integrating the wisdom and charm of these cultures into campus cultural construction, campus culture can be enriched, and the campus environment will also carry more cultural connotations and humanistic spirit.

4. The Implementation Path of Integrating Excellent Traditional Chinese Culture into the Campus Culture Construction of Private Universities

Campus culture construction is a systematic project that requires the joint efforts and continuous investment of all teachers and students in the school. By taking multiple measures such as clarifying cultural positioning, strengthening institutional construction, enriching cultural activities, creating campus environment, and enhancing faculty construction, the prosperity and development of campus culture can be effectively promoted, laying a solid foundation for cultivating socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor. Wuhan Donghu University has always adhered to multiple measures to strengthen campus culture construction and provide a good home for teachers and students.

4.1 Creating a campus environment with cultural and artistic atmosphere

Wuhan Donghu University attaches great importance to integrating excellent traditional Chinese culture into campus cultural construction. Create a campus environment rich in educational significance and artistic beauty by utilizing elements such as sculptures, murals, and greenery. Through design optimization in campus construction, we showcase a positive and uplifting spirit bit by bit. If a statue of the historical figure Mr. Zhang Zhidong is erected on the Sunshine Square of the school, it will promote the fine tradition of valuing culture and education; Post calligraphy posters of famous quotes in each classroom, allowing students to appreciate traditional calligraphy art while also understanding the spirit of perseverance and self-improvement; Promoting the advanced deeds of outstanding students in the corridors of the teaching building, allowing students to draw inspiration from the role models around them to forge ahead and have a positive spirit... It

is precisely the careful shaping of these details that Wuhan Donghu College has won titles such as National Civilized Unit and National Advanced Greening Collective, and has been highly recognized by people from all walks of life.

4.2 Carry out rich and colorful campus activities to form a strong humanistic atmosphere

Wuhan Donghu University regularly holds diverse cultural activities such as academic lectures, cultural festivals, sports competitions, and volunteer services to meet the needs of students of different levels and interests, and create a positive and uplifting cultural atmosphere. Wuhan Donghu University and the Tea Culture Research Center of Wuhan University jointly organized the "Tea Fragrance, Heart Enjoyment, Warmth, and Deep Affection" tea event expansion activity. Through the study and cultivation of tea art, tea ceremony, and tea culture, the value of tea culture can be promoted, and tea culture can be effectively integrated with mental health to help students' spiritual growth; Donghu students actively participated in the 6th Chinese Classic Recitation and Writing Competition "Pen and Ink China" Chinese Character Writing Competition, achieving remarkable results. Through continuous preparation and participation, students were able to appreciate the excellent cultural connotations of China, enrich cultural and ideological practices, enhance language and cultural literacy, and stimulate cultural confidence; Students enter the Lei Feng Cultural and Historical Museum to carry out a series of research activities such as the "Red Scarf Classroom" and "Red Nourishing Childhood", promoting the spirit of Lei Feng and planting the seeds of helpfulness and selfless dedication in the hearts of students, so that the spirit of Lei Feng can remain in the hearts of students forever and be passed down; The Dragon Dance Team of Wuhan Donghu University was invited by the Star Community of Jiangxia Economic Development Zone to participate in the Mid Autumn Festival Gala event of "Full Moon Mid Autumn Festival, Full of Love Community". With the passionate drumming, the long dragon seemed to be given life. With the tacit cooperation of the team members, sometimes soaring through the clouds and sometimes overturning the river and sea, every movement was full of strength and beauty, showcasing the profoundness and unique charm of Chinese culture... The rich and colorful campus cultural activities provide students with a platform to showcase themselves and exercise their abilities, which helps cultivate their innovative spirit, practical ability, and sense of social responsibility. This series of activities has stimulated everyone's strong interest and love for traditional culture, and is also a deep tribute to the excellent traditional culture of China.

4.3 Adopting multiple measures to integrate traditional Chinese cultural education into all aspects of school education work

Integrating excellent traditional Chinese culture into various stages and links such as ideological and political education, mental health education, and party building work in universities is an inherent requirement for implementing the fundamental task of cultivating morality and talents, inheriting the national spirit and bloodline, and strengthening cultural confidence.

4.3.1 Integrating Traditional Chinese Culture into Students' Ideological Education

Excellent traditional Chinese culture is the spiritual symbol of the Chinese nation. By learning and inheriting these cultures, students can enhance their sense of identity and pride in their own culture. Guide students to use weekends and holidays to step out of campus and participate in social practice activities, such as visiting museums, memorial halls, cultural heritage sites, etc., so that students can understand the historical origins and development of traditional culture through practice.

4.3.2 Emphasize the deep integration of excellent traditional cultural education and party building work

By systematically mining, classifying, and storing traditional cultural resources, building an excellent traditional cultural education resource library and digital library, and enhancing the effectiveness of party building work. Integrating excellent traditional cultural education into party building work helps to adhere to the socialist direction of education, strengthen the sense of community of the Chinese nation, and enhance the effectiveness of party building work

4.3.3 Give full play to the role of ideological and political courses as the main battlefield for educating people

The ideological and political courses in universities have the value function of cultivating morality and distinctive ideological attributes, and are committed to paying attention to and solving major social problems. The purpose of the curriculum is to educate and guide contemporary college students to establish correct worldviews, outlooks on life, and values, inherit excellent traditional Chinese culture, and establish correct moral concepts and ideal beliefs. [4] The School of Marxism at Wuhan Donghu University held a seminar on exploring the path and methods of integrating excellent traditional Chinese culture into ideological and political education in universities, to explore how to integrate traditional culture into ideological and political education and promote innovation in ideological and political education.

4.3.4 Integration into curriculum education and teaching

Combining the characteristics of university disciplines and majors, we will organically integrate excellent traditional Chinese culture with the content of professional courses, add moral education content to the curriculum, guide students to establish correct values and moral concepts, and enable professional courses to play an important role in cultivating students' moral character in subject teaching practice. Let professional courses and ideological and political courses collaborate with peers to educate students.

5. Evaluation of the Effectiveness of Campus Culture Construction

5.1 Students actively participate in campus culture construction and are highly satisfied with the school's cultural atmosphere

Regularly conduct surveys on students' participation and satisfaction with campus cultural activities to understand their feelings and expectations towards campus cultural construction.

5.2 Exhibition of Campus Cultural Achievements

By organizing exhibitions of campus cultural achievements and selecting outstanding works, we aim to showcase the achievements of campus cultural construction and enhance the sense of achievement and pride of teachers and students.

5.3 Social Impact Assessment

Pay attention to media reports, parents' feedback, social evaluation, etc., and evaluate the promotion of campus culture to the brand image and social reputation of the school.

5.4 Continuous improvement mechanism

Establish a feedback and improvement mechanism for campus culture construction, and timely adjust strategies according to the evaluation results to ensure the sustainability and effectiveness of campus culture construction. Further clarify job responsibilities, clear division of labor, improve work efficiency, highlight school-running characteristics and cultural connotations, and enhance the overall cultural atmosphere of the campus.

6. Conclusions

The introduction of Chinese excellent traditional culture into colleges and universities is an important measure to implement the spirit of cultural inheritance and development. Wuhan Donghu College has not only improved the cultural literacy of teachers and students, but also promoted the dissemination and inheritance of Chinese excellent traditional culture through a series of colorful activities. It enhances the cultural self-confidence of teachers and students, and also stimulates students' enthusiasm and enthusiasm for learning Chinese excellent traditional culture. In the future, our school will continue to explore more innovative ways to make traditional culture glow with new vitality in modern education.

The integration of Chinese excellent traditional culture into the construction of campus culture in private colleges and universities will not only help to inherit and carry forward Chinese excellent traditional culture, but also enrich the content of campus culture, improve students' cultural literacy and moral quality, promote the construction of campus culture, enhance students' sense of national pride and historical mission, cultivate self-confidence in contemporary culture, promote the cultivation and practice of socialist core values, and finally realize the innovative development and creative transformation of Chinese excellent traditional culture in modern society.

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